

Done

EASTERN STATES RADIO CORPORATION
Columbus 16, Ohio

November 12th, 1953

Dear Station Manager:

Under separate cover you have been sent twenty posters advertising the times of the Lucky Strike programs on your station.

As soon as these posters arrive, we would appreciate your getting together with the SMI Luckies student representative on your campus and discussing with him the best spots on and off campus for placing the posters. It is requested that the station staff post ten at spots on the campus, and that the SMI student representative place the remaining ten at shops off the campus. Please choose each location carefully so that the greatest possible number of students will see the posters in the natural course of their travels around the campus and in town.

If your campus is one of those where there is no SMI student representative, then the distribution of all twenty posters will be up to you. Whether there's a student representative at your school or not, please get whatever number of posters are allocated for distribution by the station staff placed as quickly as possible. It may take the student representatives a little longer to negotiate with various shopkeepers to display these posters, but those to be placed on campus by the station should be up within two or three days!

When you have a chance, please drop us a line telling us some of the spots you selected for the posters. Thanks very much for your cooperation!

Sincerely yours,

RV:lk

EASTERN STATES RADIO CORPORATION

EASTERN STATES RADIO CORPORATION
Columbus, Pa., Ohio

November 12th, 1933

Dear Station Manager:

Under separate cover you have been sent twenty postcards and

verifying the time of the Eastern States program on your station.

As soon as these postcards arrive, we would appreciate your

returning them with the Eastern States representative on your

program and discussing with him the best spots on and off campus for

placing the postcards. It is requested that you return each post

card as soon as the program, and that the Eastern States representative

place the remaining ten at spots off the campus. Please check each

location carefully so that the Eastern States representative will

see the program in the actual course of their travels around the cam-

pus and in town.

If your program is one of those where there is no Eastern

representative, then the distribution of all twenty postcards will be up

to you. Whether there is a student representative at your school or not,

please get whatever number of postcards are allocated for distribution by

the station staff placed in the hands of the students. It may come the students

representative a little longer to negotiate with various students

to display these postcards, but there is no placed on campus by the station

should be up within ten or fifteen days.

When you have a chance, please stop at a time falling on

one of the spots you selected for the program. There will soon be

your correspondence.

Sincerely yours,

EASTERN STATES RADIO CORPORATION

cc: 11